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THURSDAY

Advertising Age

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News Summary

Things were not normal at this year's NATPE syndication convention, where advertisers in far greater numbers than ever before descended on the convention floor in San Francisco. In addition, almost all of the top 20 ad agencies were represented. *See Page 2.*

Aerostar will be the last domestic minivan to roll out, but Ford executives say the "yuppiemobile" is right on target for a faddish market. *See Page 3.*

Foote, Cone & Belding's much-heralded takeover last year of NCK Organization is running into rough spots in Europe. *See Page 3.*

Tv networks around the world have decided if you can't beat CBS' "Dallas," rip it off. In France, the U.K., Italy, Switzerland, Germany, Brazil and Peru, new "Dallas"-like programing has started or is in the works. *See Page 3.*

Montgomery Ward & Co.'s licensing of Radio City Music Hall Productions' Rockettes name may set the stage for other licensing ventures by both companies. *See Page 9.*

Procter & Gamble's Citrus Hill Select frozen and chilled orange juice isn't selling well in its West Coast test markets, buyers say. It has been available since fall in California, Idaho, Montana, Oregon and Washington. *See Page 32.*

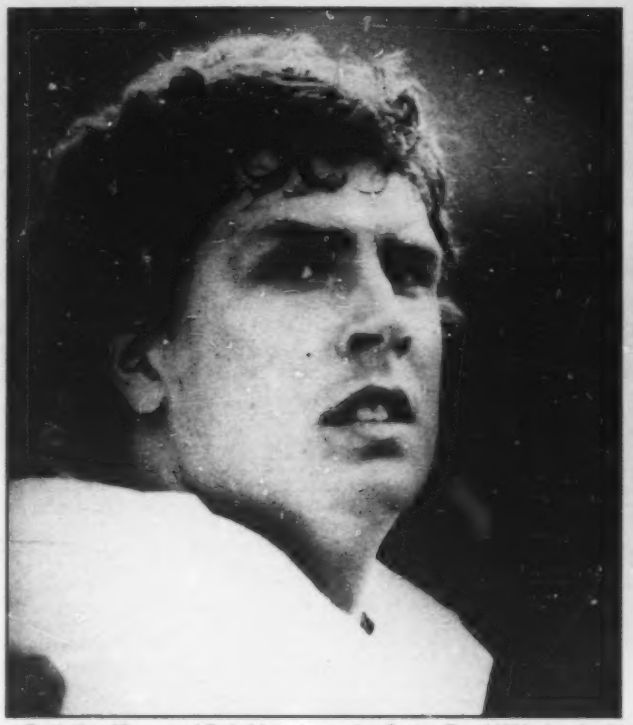
DIRECT MARKETING

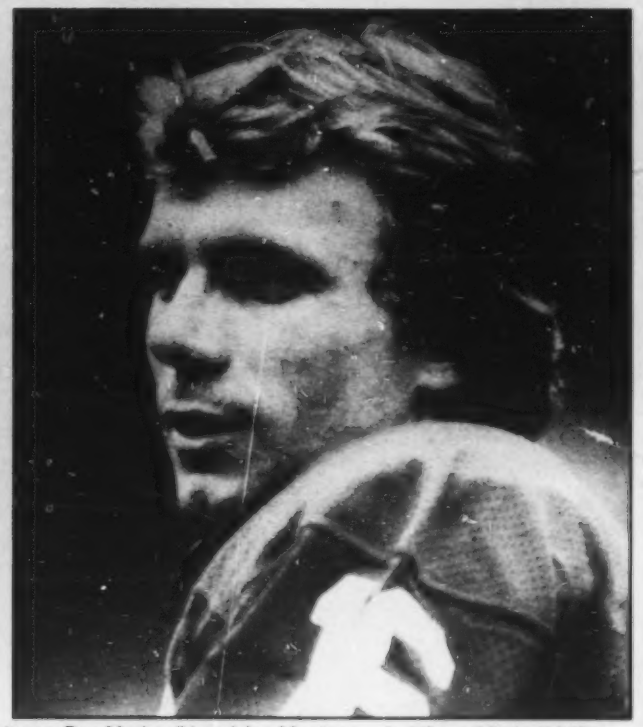
Executives from a group of telemarketing service bureaus plan to meet this month in Chicago to create a trade association to represent the telemarketing industry exclusively. *See Page 6.*

What is believed to be the longest-running relationship between a direct-marketing agency and its client ended last week. After 51 years at D R Group, Pitney Bowes has moved its account to the Direct Marketing Group. *See Page 6.*

SPECIAL REPORT

City and regional publications continue to sprout throughout America, illuminating the magazines' strength as an ad medium and their position as integral elements of their communities. Now they are working to convince advertisers they are a viable national buy. *See Page 11.*





Both the 49ers and Dolphins downplay Super Bowl XIX as a duel between Dan Marino (l.) and Joe Montana. . .but the public isn't biting.

Super Bowling for dollars

Marino, Montana throw for off-the-field gains

By ROBERT RAISSMAN

San Francisco—As Larry Muno, Joe Montana's agent, left a restaurant near Candlestick Park here following a postgame dinner celebrating the 49ers' win over Chicago—the victory that moved the team into the Super Bowl Jan. 20—a fairly outrageous thought passed through his mind.

Wouldn't it be nice, he thought, if Mr. Montana, the 49er quarterback, could reach the Super Bowl on a cyclical basis. The Super Bowl "really completes the cycle again," Mr. Muno explained. "It would be nice to get on this two or three-year cycle," he continued, half kidding, half serious. "You get the ultimate in exposure, and when you need another shot you're there again in another two years."

Even though the observation was made half in jest, it is probably one of the more honest statements being made here this week. Both camps are playing down the duel between Mr. Montana, 28, who is making his second Super Bowl appearance in four years, and Dan Marino, the 23-year-old quarterback of the Miami Dolphins who shattered a number of National Football League passing records this season.

But the media have put a spotlight on it and the public is biting. If Aunt Irma doesn't know who Messrs. Montana and Marino are, she will by the time ABC's pregame show—which just might last longer than the game itself—is over.

The two quarterbacks take it in stride. Mr.

(Continued on Page 9)

Showtime eyes Qube root

By SUSAN SPILLMAN

New York—Showtime/Movie Channel president Neil Austrian is negotiating to take over programing for Warner Amex Cable Communications' interactive Qube system. Such a move would pave the way for the first national pay-per-view movie service.

Neither Showtime nor Warner executives would comment, but sources confirmed that the plan could be completed soon. WACC is a joint owner of Showtime/Movie Channel with Warner Communications and Viacom Enterprises.

Qube currently is programed locally with videotapes and offers movies, along with other programing, on a pay-per-view basis to about 270,000 subscribers in seven cities. Subscribers can pay to see movies six months before their release to pay tv services such as Showtime or Home Box Office.

Showtime would transmit Qube programing via satellite, and once on the satellite, the programing could be transmitted to any cable systems using interactive technology, whether Qube's system or not, sources speculate.

In the last four years, individual movies, sports events and concerts have sporadically been distributed to cable subscribers on a pay-per-view basis. Results have been mixed.

But in recent months, industry executives have been rallying for a rebirth in the technology, heralding it as their best hedge against mounting competition from videocassettes.

The growth of pay-per-view has suffered primarily from the lack of adequate distribution of the special converters that consumers need to order the programing. Also, the existing converters have often failed to work satisfactorily.

Showtime could make the Qube programing more readily available to systems, but there is still a

(Continued on Page 34)

Presstime

JWT bids adieu to Christian Dior

New York—J. Walter Thompson USA has resigned the Christian Dior/New York account. Sources indicate one of two things may happen now: Either a review will be held or the North American Dior operation, anxious to continue working with photographer Richard Avedon, will take the account in-house.

Bank of Boston mulls agency interest

Boston—Bank of Boston, New England's largest bank, will decide next month whether to keep HBM/Creamer or move its $10 million account. Other agencies snapping at the business are Cabot

(Continued on Page 35)

NEWSPAPER

Lo... flash, not much
Ca...
AA
DC2001ACONGLI FMJF M
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

Aaron Cohen (l.), Grey Advertising's top broadcast media expert and former vp-national sales at NBC, is caught working the floor during the NATPE International syndication convention with client Avrum Geller, media services director at Block Drug, and Robert Giacomino, vp-media at Grey (r.). *Photos by Peter Mert.*

The King Brothers were the royalty of this year's NATPE convention. Roger (l.) and Michael's King World is the distributor of "Wheel of Fortune," the highest-rated show in syndication.

NATPE: Lots of flash, little ad cash

By VERNE GAY

SAN FRANCISCO—It's 6 p.m. and a moment of repose has settled over this city by the bay that for five days this week was transformed into the game-show capital of the world.

After a frantic day of sifting through an endless skein of shows at the National Assn. of Television Program Executives International syndication convention, BBDO media director Arnie Semsky finally has a minute to sit back and reflect on the status of the not-ready-for-network tv industry.

"You have to put the syndication marketplace in perspective," said Mr. Semsky, who directs more than $500 million in network tv billings from his perch at BBDO. "From an advertiser sales standpoint, this is only a $500 million marketplace. Network news is $800 million. Prime time is $2 billion. For all the hoopla, syndication isn't that big."

But for all his protestations, Mr. Semsky is here at the head of a contingent that includes about a dozen BBDO executives. He also is playing host to officials from about 15 of BBDO's clients.

The presence of Mr. Semsky and his agency people and clients is indicative of one of the themes at NATPE this year. Advertisers in far greater numbers than ever before have descended on the convention floor of Moscone Center. Almost all of the top 20 agencies have representatives here. Executives from Procter & Gamble, General Foods, Bristol-Myers, Block Drug, Richardson-Vicks, Anheuser-Busch, Stroh Brewing and Eastman Kodak have maintained a far more visible profile at NATPE than in prior years.

NATPE is primarily a convention for station managers and their program directors. The goal of the syndicators is to clear their shows on enough stations to attract national advertisers. Selling to advertisers comes later in the normal scheme of things.

But clearly, things are not normal. Barter syndication this year has come of age. First-run syndicated shows more and more are turning to advertisers for support before they approach the station groups. And advertisers are looking at barter as an upfront commitment, rather than an add-on buy after all the other tv money has been spent.

Still, NATPE remains a kind of hall of fame for slick, fast-paced salesmanship. The hype is frenetic, although this year the emphasis is more on the programing than on t-shirt giveaways. Besides the presence of almost every game-show host that has ever been on tv, NATPE features a broad cast of characters walking the convention floor. There are robots galore, women in the scantiest bikinis, lady wrestlers as warmups for tag-team bouts between midgets and the casts from many syndicated shows.

Keeping a perspective in this carnival setting is an overwhelming assignment. But it is the advertising community that casts perhaps the most cynical eye on the flying promises and ephemeral dreams presented here. It is the advertiser who must foot the bill for the hype and hoopla.

Few advertiser deals are made at NATPE. The convention is more a reconnaissance mission for the admen, although P&G's media chief Jim Van Cleave did sign on for Paramount's "Small Wonder," a first-run show about a robot girl. Seven-Up Co., via N W Ayer ABH, also signed on as a sponsor for

(Continued on Page 33)

Tribute offered to syndie's new King-pin

By BOB MARICH

SAN FRANCISCO—It was befitting that Roger King, the burly chairman of King World, hosted the opening-night festivities at the National Assn. of Television Program Executives International syndication convention here this week.

Mr. King and his family-owned company, which recently went public, are on a roll. Theirs is the house that "Wheel of Fortune" built, a game show not unlike the hundreds of others that preceded it in tv's "off-peak" hours.

King World's sudden and outrageous success speaks volumes about the fickleness of tv fortunes. King World's kingpin position in the syndication arena also demonstrates that ratings remain far more important than a Hollywood mailing address.

Mr. King, who runs the Summit, N.J.-based company with his two brothers, King World president Michael King and the younger Richard, spent the convention capitalizing on its position as the distributor that finally took down the heavyweight champ of syndicated game shows, "Family Feud." The knockout punch was so severe that Viacom, "Family Feud's" manager, announced "Feud's" retirement, even though for year after year no challenger had been able to draw blood from, let alone knock down, the almighty "Feud."

The ABC network morning version of "Feud" will continue in production.

Now Mr. King owns the undisputed champion of tv syndication. "Wheel of Fortune's" success with viewers is remarkable. It averages close to a 17 rating nationally, a number many network prime time shows would kill to attain. "Wheel" also has beaten all comers, including "Feud," "Entertainment Tonight" and many of the highly rated and high-priced off-network sitcoms and series that come from the traditional program powerhouses, the Hollywood studios.

Mr. King ran his exhibition booth at Moscone Center here like it was his own game show. Station programing chiefs and advertisers swallowed their sophisticated pride and curried the favor of Mr. King and his minions.

Steve Cohen, general manager of CBS-owned WCAU-TV in Philadelphia, emerged from a King World screening booth where he had just seen rushes for a new game show called "Headline Chasers" and said, "I love it. I want it now."

"Headline Chasers," bought by WCAU-TV and ABC-owned stations in New York and Chicago, is expected to be among the few series pilots that will gather enough

Phil Howort (l.), president of Ohlmeyer Advertising, New York, discusses the rapid growth of barter syndication with Henry Siegel, chairman of LBS Communications at the NAPTE convention.

station interest to air in September.

Mr. King turned immediately to other station programers in his booth and asked if they concurred with Mr. Cohen. One programer said he did not.

"Well, hell, that's why you're only a program director at a dinky little station," joked Mr. King with a broad grin. It is the kind of joke that is funny only when the comic holds title to the hottest show in syndication.

King World is not alone in the circle of new titans in syndication. The other contenders also have quite different styles, and it is this variance in approach that adds to the vagaries of syndication.

Henry Siegel is the hard-driving chairman of LBS Communications, the Grey Advertising subsidiary that spearheaded the rapid expansion of barter in syndication. Mr. Siegel holds an iron-clad grip on LBS and runs it in no-nonsense fashion. His smile never reaches the dimensions of most of the glad-handers who dominate NATPE. In

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DEMOGRAPHICS
McGraw-Hill Research August 1984

Decision-Making Responsibilities

Accounting	35%
Advertising	44%
Banking	45%
Company Cars	37%
Computers	40%
Consulting	37%
Employee Benefits	42%
Furniture	44%
Insurance	42%
Investments	31%
Meetings	31%
Printing	39%
Real Estate	54%
Supplies	48%
Telecommunications	36%
Travel	42%

Average Personal Income
$110,370 per year

Average Personal Net Worth
$1.2 million

Average Value of Investment Portfolio
$690,000

90% are in top corporate ranks

52% are owners/partners

Guaranteed Circulation
37,500

Regardie's
THE MAGAZINE FOR WASHINGTON BUSINESS
1010 Wisconsin Avenue, NW
Suite 600
Washington, DC 20007
Michael A. DeSimone
Publisher
202/342-0410

Representative: New York
Stanley Rapp Associates
521 W. 57th Street
New York, NY 10024
212/582-3161

Research, marketing shortchanged

By Sherry Siegel

The city and regional magazines have arrived! At least according to their proud publishers and ad directors.

However, once you look beyond the bluster, you're likely to find these same people wearing hair shirts, doing penance for being so slow to attract national advertising. While the bigger, more cosmopolitan city and regional magazines have enjoyed a number of recent breakthroughs —particularly on the national ad front—many media executives say research remains inadequate and marketing efforts still are unfocused.

As the magazines band together, positioning themselves as a national buy, their research, which for the most part reports that city and regional readers are upscale, well-educated professionals, is plagued by the wide disparity between the top magazines and those in smaller markets. There are city magazines, and then there are city magazines, critics of the group concept say.

"Another way to say that is that the magazines are different," says Jack Higgons, marketing director of New York-based City & Regional Magazine Assn.

"These magazines to the best of their abilities reflect the needs and life styles of their communities."

The lack of adequate, believable research continues to cast a shadow over the group's marketing intentions, even though the CRMA-commissioned studies by Don Bowdren Associates, Huntington, Conn., have gone a long way toward closing the information gap. Mr. Higgons anticipates that all 39 CRMA members, which are monitored by the Audit Bureau of Circulations, will participate in the 1985 study, up from the 24 magazines that participated in the last study in 1983.

Still, the vast majority of city and regional magazines are too small to be audited by Schaumburg, Ill.-based ABC. This leaves agencies and advertisers with publishers' sworn statements as their source of hard data. While local research sometimes is used to fill the gap between these statements and syndicated research, some publishers almost would rather it wasn't.

"*Wyoming Monthly* puts out a report, and it turns out that Cheyenne Junior College did the research," one city magazine publisher says. "The guy at Philip Morris says, 'Come on, give me a break.' And a little bit of that rubs off on me. When the dinky ones use their own research, that's what gets us in trouble."

One agency executive says less-than-perfect research should not be an automatic disqualifier, however. "If a client lives or dies by national research," says Chuck Cohen, vp-media director for New York-based Peter Rogers Associates, city and regionals will not be considered. "But conceptual media does have a place alongside quantitative media." Mr. Cohen recently has placed ads for Grey Flannel, La Prairie, Cannon Mills and Blackglama in city and regional books for the first time.

As the magazines band together, positioning themselves as a national buy, their research is plagued by the wide disparity between the top magazines and those in smaller markets.

In addition to research woes, magazines that are not affiliated with networks or rep companies are criticized for their lack of promotional skills and helter-skelter marketing efforts. American International Group, New York, for example, is considering using city and regional magazines, says Robert McCourt, AIG's director-advertising and sales promotion. But he questions the uncoordinated approach taken by most magazines.

"The sales effort collectively or in small groups is sporadic. I'll get *Florida Trend* for a few months, then it will disappear," he says. "I don't know why I'm getting it, and then I never hear from space reps."

Similarly, when asked why First Boston doesn't use general-interest city and regional magazines, Joe Fashano, vp-corporate finance, who handles ad responsibilities, says: "Why don't they call?" While First Boston uses a number of local business books and occasionally a general-interest city and regional publication, Mr. Fashano says that for the most part, the life-style city and regional maga-

(Continued on Page 18)

Sherry Siegel is a New York-based, general assignment, free lance writer.

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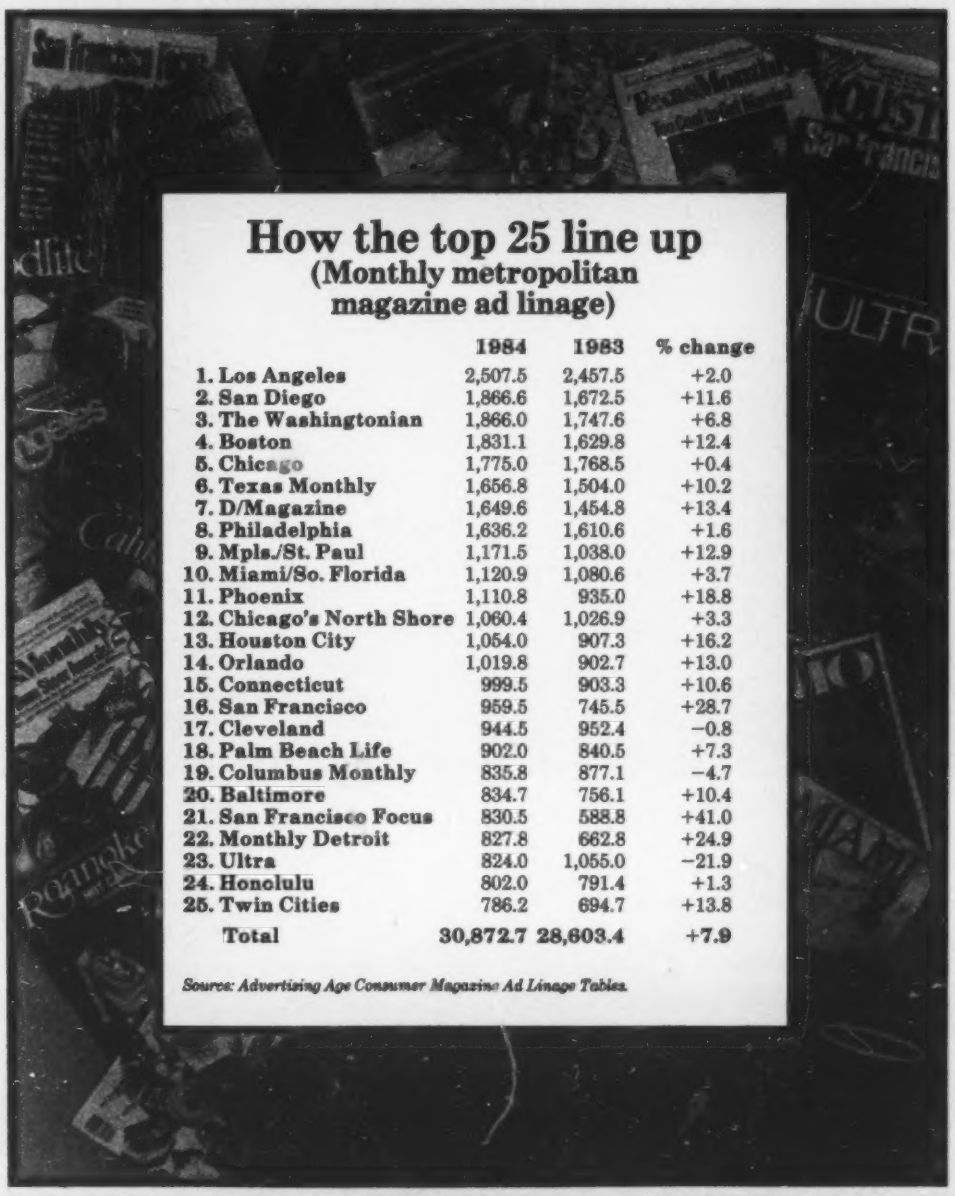

How the top 25 line up
(Monthly metropolitan magazine ad linage)

	1984	1983	% change
1. Los Angeles	2,507.5	2,457.5	+2.0
2. San Diego	1,866.6	1,672.5	+11.6
3. The Washingtonian	1,866.0	1,747.6	+6.8
4. Boston	1,831.1	1,629.8	+12.4
5. Chicago	1,775.0	1,768.5	+0.4
6. Texas Monthly	1,656.8	1,504.0	+10.2
7. D/Magazine	1,649.6	1,454.8	+13.4
8. Philadelphia	1,636.2	1,610.6	+1.6
9. Mpls./St. Paul	1,171.5	1,038.0	+12.9
10. Miami/So. Florida	1,120.9	1,080.6	+3.7
11. Phoenix	1,110.8	935.0	+18.8
12. Chicago's North Shore	1,060.4	1,026.9	+3.3
13. Houston City	1,054.0	907.3	+16.2
14. Orlando	1,019.8	902.7	+13.0
15. Connecticut	999.5	903.3	+10.6
16. San Francisco	959.5	745.5	+28.7
17. Cleveland	944.5	952.4	−0.8
18. Palm Beach Life	902.0	840.5	+7.3
19. Columbus Monthly	835.8	877.1	−4.7
20. Baltimore	834.7	756.1	+10.4
21. San Francisco Focus	830.5	588.8	+41.0
22. Monthly Detroit	827.8	662.8	+24.9
23. Ultra	824.0	1,055.0	−21.9
24. Honolulu	802.0	791.4	+1.3
25. Twin Cities	786.2	694.7	+13.8
Total	30,872.7	28,603.4	+7.9

Source: Advertising Age Consumer Magazine Ad Linage Tables.

PUZZLED BY THE PIECES?

You know your best markets. But do you know the way to the top of each one?

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Research

(Continued from Page 16)

zines have not approached him. "I'm not aware of them, I don't get comp copies, I don't get media kits," he says.

Terry Murphy, publisher of Dallas-based *D*, admits some of the blame should be placed on his publishing brethren. Too often, he says, city and regional sales staffs take the Willie Sutton approach—go where the money is and go there often. "Neiman-Marcus is right here and they buy two ads an issue," Mr. Murphy says, "so let's go back to Neiman. But it's time to break new ground—we have to call on the wineries, the furniture companies, the computers."

> **"These magazines aren't uniform, but I trust their editorial approach—it's germane to their region."**
>
> —*Leo Scullin*
> *Young & Rubicam*

Mr. Murphy says he and his fellow publishers are promoting themselves more aggressively, both individually and through the CRMA. He says that on a trip to the Hawaii Visitors Bureau, he wore two hats—one as *D's* publisher and another as a representative of city and regional magazines in general. Apparently he wore the second hat with more panache. "When the publisher of *Philadelphia* got the ad, he should have bought me a Mai Tai," Mr. Murphy says.

Perhaps the blame for these magazines' dearth of national advertising should be assigned not just to the magazines' lack of promotional savvy, but also to agencies and advertisers' shortsightedness. Bob Zach, media director for Chiat/Day, New York, long has been a believer in city and regional magazines, which he used in the early 1970s for Perrier and Heublein. If advertisers are missing out on the value of local and regional advertising, he says, it's the agencies' fault for not being more aggressive.

Editorial content occasionally is singled out as a problem. More than one magazine executive complains that big city media types don't realize the editorial that may cause them to sneer is read avidly in a midwestern town.

More media directors are getting this message. "These magazines aren't uniform, but I trust their editorial approach—it's germane to their region," says Leo Scullin, vp-director of print media for Young & Rubicam, New York. "Granted, they may not be as attractive as *New York* magazine, but they don't have to be."

As editorial matter is tailored to the area, so is advertising, including national advertising. "As big as we are, as well as we're doing, if you're making a call and the advertiser says, Los Angeles is not a market for us, you might as well pack up," says Nicki Campbell, director of advertising for *Los Angeles*.

Andrew Petkun, president of Allen Furniture in Needham Heights, Mass., says that despite

Adding to ad mix

Major-market city and regional magazines are doing a much improved job of attracting national advertisers, according to most media executives. However, some notable gaps in the advertising mix persist.

Terry Murphy, publisher of *D*, Dallas, ticks off his magazine's promising attributes: Visually compelling, attractive demographics, plenty of local retail support in addition to national ads for fragrances, liquor, tobacco and expensive cars. But where, he asks, are the computer ads?

Every publisher has a wish list—oft-mentioned entries include wineries, stereos, furniture, corporate and personal finance ads—and the past year has seen city and regional books welcome new product categories to their pages.

A notable new entry is advertising for food—both gourmet and not-so-gourmet. General Foods, Kellogg, Land O'Lakes and Pepperidge Farm all started advertising in scattered city and regional publications. "Two years ago, you just wouldn't have thought that unsalted butter would come in," says Bill Barber, *Boston's* ad director.

Fashion advertising, mostly for local retailers, long has been a source of ad revenues for these books.

However, upscale national clothing marketers now are buying space without hooking into co-op arrangements with local stores. Notable among this group are Ralph Lauren and Blackglama.

According to media buyers, the economic upturn has led former supporters, most notably jewelers and travel companies, back into city and regional pages.

In addition, some financial and nonfinancial service companies are turning to city and regional publications for the first time as they expand their sales territories. Motorola Inc. has used them to promote cellular phones as cellular capability spreads geographically, says Leo Scullin, vp-director of print media, Young & Rubicam, New York. Similarly, the *New York Times* has advertised in city and

a long advertising relationship and personal friendship with the people at *Boston*, he sees pros and cons about *Boston's* "editorial competence. Some things are very objective, other things are incredibly biased," he says. "But it's the only game in town. If we really want to do fine institutional advertising"—and Allen Furniture has won numerous industry awards for its advertising —"*Boston* magazine is where we do it."

Another problem city and regional books still face is getting the message out about their readership, which is skewed toward the monied crowd. "The biggest misconception about these books comes from our titles," says Bill Barber, *Boston's* ad director.

"They think we're read just in the Back Bay and Beacon Hill, but 83% of our circulation is in the suburbs," he says.

If that's not enough, the city and regional group faces increasing competition from similarly positioned ad vehicles. "Clients are more interested [in advertising locally], but there's more media available," Y&R's Mr. Scullin says.

Local business magazines are sprouting wildly, threatening to skim the cream of the city and regional's readership: Highly educated, affluent, professional males. And newspapers are overhauling their Sunday magazine sections, turning them into slick, glossy supplements.

But for some of the magazines, perhaps the most difficult battle is one of image—not necessarily theirs but their city's. Faith Gallo, publisher of *Pittsburgh*, says that although Pittsburgh's transformation into a service-based city has been well publicized, agencies and advertisers still consider Steel City a soot-covered, blue-collar town.

"They know U.S. Steel is here, they know Alcoa is here, they knew Gulf was here before the takeover," she says. "Yet when I tell them that Pittsburgh is the country's third largest corporate headquarters city, they're surprised. It doesn't sink in." She says some media planners have "never been west of Philadelphia and think Pittsburgh is a crummy place."

To them she points out that *Pittsburgh's* circulation has gone from 53,000 a year ago to nearly 60,000. January to June, 1984, ad revenues were up 11% over the similar period for 1983. The magazine is well accepted by local retailers, whose ranks include Gucci, Ralph Lauren and Saks Fifth Avenue, she says. "You really don't mind something if it's deserved, but it's so unfair. We merit more national advertising than we get," Ms. Gallo says.

"The biggest misconception about these books comes from our titles.... 83% of our circulation is in the suburbs."

—*Bill Barber*
Boston

City and regional magazines are working hard to sing their tune to the agencies and to make sure Ms. Gallo's plaint doesn't become their own melancholy theme song.

regional books as its circulation reach broadens, says Joel Kushins, senior vp-media director at New York-based Bozell & Jacobs.

Another indication that city and regional magazines are getting their messages out to advertisers and agencies is the debut of multiple-page ads and preprinted inserts.

The California City Group—*Los Angeles, San Diego* and *San Francisco Focus*—ran its first catalog section, about four pages, together with an insert card in September.

But most exciting to many city and regional promoters is the recent Walt Disney buy. This month, Walt Disney World Co. ran inserts in all 36 magazines in the City & Regional Magazine Assn. network.

According to Bernie Bullard, ad manager for Walt Disney World Co., the creation of the CRMA network was a major influence on Disney's decision. The company began investigating city and regional books about two years ago because the readership—white collar, upscale—"fit almost like a glove," he says. Before the network, it was too difficult to buy into each magazine individually, Mr. Bullard says.

The CRMA will work actively to entice some heavyweights, including International Business Machines and American Telephone & Telegraph, to advertise in the magazines, according to Jack Higgons, marketing director.

But the association is not the only organization winning praise for upgrading the advertising. The rep companies are "packaging these magazines for the first time," Y&R's Mr. Scullin says.

But Mr. Murphy's question —"Where are the computers?" —remains. David Yoder, media director for Chiat/Day, San Francisco, and a member of the Apple Computer team, says: "We provide a national umbrella and do things dealers can't do themselves, like go into the Super Bowl or '60 Minutes.' We can't be all things to all people."

And neither can the magazines. In the long run, these publications must come to terms with what they are: Magazines that independently serve a limited market. Depending on their goals and the advertiser's attitude, this characteristic either will continue to haunt or help their ad efforts. —*S.S.*

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